

DECLARATION AND POWER OF ATTORNEY
(Joint Inventors)

We, **Marc-David Cohen** and **Judith Tyler Parks**, hereby declare that we are, respectively,
a citizen of the United States of America, residing at 5225 Old Woods Road, Hillsborough, North
Carolina 27278; a citizen of the United States of America, residing at 5121 Rina Court, Cary, North
Carolina 27511;

that we have reviewed and understand the content of the attached specification, including the claims
(Jones, Day, Reavis & Pogue Docket No. 343355600017), and we believe that we are the original,
first, and joint inventors of the subject matter which is claimed therein and for which a patent is
sought on the invention or discovery entitled

CROSS-SELLING OPTIMIZER

and that we acknowledge our duty to disclose information of which we are aware which is material
to the examination or patentability of this application, in accordance with Title 37, Code of Federal
Regulations, Section 1.56(a).

We hereby claim priority from U.S. provisional application Serial No. 60/207,609, filed
May 26, 2000.

We hereby designate the following as our mailing address and telephone number:

John V. Biernacki
Jones Day, Reavis & Pogue
North Point
901 Lakeside Avenue
Cleveland, Ohio 44114
(216) 586-3939

and appoint each of the following as our attorneys with full power of substitution and revocation, to
prosecute this application and to transact all business in the Patent and Trademark Office connected
therewith:

Kenneth R. Adamo, Registration No. 27,299; Barbara Arndt, Registration No. 37,768; John
V. Biernacki, Registration No. 40,511; David B. Cochran, Registration No. 39,142; Regan J.
Fay, Registration No. 26,878; F. Drexel Feeling; Registration No. 40,602; Calvin P. Griffith,
Registration No. 34,831; Warren M. Haines, Registration No. 40,632; David M. Maiorana,
Registration No. 41,449; Shawn A. McClintic, Registration No. 45, 856; Timothy J.
O'Hearn, Registration No. 31,552; Stephen D. Scanlon, Registration No. 32,755; Jenny L.
Sheaffer, Registration No. 45,099; H. Duane Switzer, Registration No. 22,431; Michael W.
Vary, Registration No. 30,811; and James L. Wamsley, III, Registration No. 31,578

all having the above-designated address.

patent issuing thereon

Date 12/12/00

Post Office Address:

Lucretia Tyler Parks

Date 12/12/00

Post Office Address:

5121 Rina Court
Cary, North Carolina 27511

Parameter	Value	Unit
Initial concentration	1.0	g/L
Initial pH	7.0	
Temperature	25	°C
Time	0-120	min
Agitation speed	150	rpm
Batch size	100	mL
Adsorbent dose	0.1-1.0	g/L
Adsorbent type	Activated carbon	
Adsorbent surface area	1000	m ² /g
Adsorbent pore volume	0.5	cm ³ /g
Adsorbent density	1.5	g/cm ³
Adsorbent particle size	0.25-0.5	mm
Adsorbent batch	1	
Adsorbent storage	Room temperature	
Adsorbent treatment	None	
Adsorbent regeneration	None	
Adsorbent disposal	Landfill	
Adsorbent reuse	None	
Adsorbent cost	1.0	\$/kg
Adsorbent availability	High	
Adsorbent stability	High	
Adsorbent toxicity	Low	
Adsorbent biodegradability	Low	
Adsorbent flammability	Low	
Adsorbent corrosivity	Low	
Adsorbent reactivity	Low	
Adsorbent compatibility	High	
Adsorbent safety	High	
Adsorbent handling	Easy	
Adsorbent storage	Easy	
Adsorbent transport	Easy	
Adsorbent disposal	Easy	
Adsorbent reuse	Easy	
Adsorbent regeneration	Easy	
Adsorbent treatment	Easy	
Adsorbent disposal	Easy	
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